



Muhammad Sufyan

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Place of birth: Jhang, Pakistan | **Nationality:** Pakistani | **Gender:** Male | **Phone number:**

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ABOUT ME

Seeking a challenging and rewarding position where I can contribute to organizational success by utilizing my skills and qualifications. With a strong foundation in various areas of expertise, I am eager to apply my knowledge and experience in a dynamic and innovative environment. Committed to continuous learning and professional growth, I strive to deliver high-quality work, collaborate effectively with teams, and make a meaningful impact. Passionate about excellence, I am dedicated to achieving both personal and organizational success.

WORK EXPERIENCE

05/02/2017 – 02/01/2018 Lahore, Pakistan

GRAPHIC DESIGNER & VIDEO EDITOR INTERSOFT.AI

- Designed visually appealing graphics, including social media posts, banners, logos, brochures, and marketing materials to enhance brand identity.
- Created engaging video content for promotional campaigns, advertisements, and social media platforms, ensuring high-quality production.

06/03/2018 – 29/12/2018 Multan, Pakistan

GRAPHIC DESIGNER & VIDEO EDITOR 3RD EYE SOFT

As a Graphic Designer & Video Editor at 3RD EYE SOFT, I specialize in creating visually compelling designs and engaging video content to enhance brand storytelling and audience engagement. My role involves crafting high-quality graphics and producing professional videos for social media, advertisements, marketing campaigns, and brand promotions.

02/02/2019 – 05/03/2020 Lahore, Pakistan

SOCIAL MEDIA MANAGEMENT AND MARKETING GALAXY REGION TECH

- Developed and executed social media strategies to enhance brand awareness, engagement, and conversions across platforms like Facebook, Instagram, Twitter, and LinkedIn.
- Managed and optimized the company's website for better user experience (UX), faster load times, and improved search engine rankings (SEO).
- Created and scheduled high-quality content, including graphics, videos, and promotional posts, to maintain a consistent online presence.
- Managed social media campaigns, optimizing performance through data analysis and A/B testing.

02/07/2020 – 31/12/2022 Jhang, Pakistan

CONTENT CREATOR DIGITAL MINDS

- Developed and produced engaging content across multiple formats, including blogs, social media posts, videos, and email campaigns, tailored to target audiences and brand objectives.
- Collaborated with marketing, design, and video teams to conceptualize and create high-quality visual and written content that aligned with brand voice and goals.
- Researched industry trends, competitor strategies, and audience preferences to create relevant and impactful content.

03/03/2023 – 15/10/2024 Jhang, Pakistan

SOCIAL MEDIA MANAGER CYBER X STUDIO

As a Social Media Manager, I oversee account management, content creation, and campaign execution to enhance brand visibility and engagement. My role involves developing data-driven strategies, crafting compelling content, and optimizing social media performance to drive audience growth and business goals. Developed and executed social media strategies to enhance brand presence and engagement across platforms including Facebook, Instagram, LinkedIn, and Twitter. Managed and optimized the company's website for better user experience (UX), faster load times, and improved search engine rankings (SEO).

Regularly updated website content, ensuring it was fresh, relevant, and aligned with overall brand messaging.

EDUCATION AND TRAINING

12/11/2020 – 15/06/2024 Jhang, Pakistan

BS MASS COMMUNICATION UNIVERSITY OF JHANG

DIGITAL SKILLS

Graphic Design (Adobe Photoshop, Illustrator, InDesign) | Website Management & Optimization (WordPress, Wix, Google Analytics) | Paid Social Media Campaigns (Facebook Ads, Instagram Ads) | Video Editing (Adobe Premiere Pro) | Microsoft Office | Social Media Management | Content Creation | SEO Optimization | Brand Strategy & Identity | Motion graphics | Videography/Photography | Digital Marketing

HOBBIES AND INTERESTS

Video Production & Filmmaking

I have a deep passion for video production and filmmaking, constantly exploring new ways to tell compelling stories through visuals. From conceptualizing ideas and scripting to filming and editing, I enjoy every aspect of the process.

Traveling & Exploring New Cultures

I am passionate about traveling and immersing myself in different cultures around the Pakistan. Whether it's exploring historical landmarks, trying new cuisines, or connecting with locals

Photography

Photography is one of my favorite creative outlets, allowing me to capture moments, emotions, and unique perspectives through the lens. I enjoy experimenting with different styles, from landscape and portrait photography to street and product photography.

Learning New Skills

I have a strong passion for continuous learning and self-improvement. Whether it's mastering new software, exploring emerging technologies like AI, or developing new creative techniques, I'm always seeking opportunities to expand my knowledge

LANGUAGE SKILLS

Mother tongue(s): **URDU**

Other language(s):

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken production	Spoken interaction	
ENGLISH	B1	B2	B2	B2	C1

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user